WHAT IS CLAIMED IS:

1. An applicator for applying a cosmetic product, the applicator comprising:

an applicator element, wherein the applicator element comprises

a support comprised of plastic material; and

at least one bundle of bristles associated with the support, the bundle comprising an end portion defining a first row of bristles extending substantially in a longitudinal direction of the support, the bundle being split into at least two sub-bundles extending away from the end portion, the at least two-sub bundles defining second and third rows of bristles extending at least in part outside of the support.

2. An applicator according to claim 1, wherein the first row of bristles extends at least in part outside of the support.

3. An applicator according to claim 1, wherein the first row of bristles comprises a number of bristles that is substantially equal to a total number of bristles in the second and third rows.

4. An applicator according to claim 1, wherein the support defines distinct openings, and wherein the second and third rows of bristles comprise respective successions of tufts exiting the support via respective distinct openings.

5. An applicator according to claim 1, wherein the first row of bristles comprises a substantially continuous sheet of bristles.

6. An applicator according to claim 1, wherein the bundle of bristles is split to form the second and third rows inside the support.

7. An applicator according to claim 1, wherein the bundle of bristles is split to form the second and third rows outside the support.

8. An applicator according to claim 1, wherein the second and third rows of bristles extend from one side of the support relative to a separation plane containing a longitudinal axis of the support, and wherein the first row extends from an opposite side of the support relative to the separation plane.

9. An applicator according to claim 1, wherein the bristles are held to the support by overmolding the plastic material on the bristles.

10. An applicator according to claim 1, wherein the bristles are held to the support by local melting of the plastic material.

11. An applicator according to claim 1, wherein the support comprises at least one row of teeth.

12. An applicator according to claim 11, wherein the row of teeth extends between the second and third rows of bristles.

13. An applicator according to claim 1, wherein a major dimension of the support in a plane perpendicular to a longitudinal axis of the support is less than or equal to 5 mm.

14. An applicator according to claim 1, wherein the second and third rows each comprise tufts of bristles, and wherein the tufts of the second row and the tufts of the third row are disposed at substantially the same level along an axis of the support.

15. An applicator according to claim 1, wherein the second and third rows each comprise tufts of bristles, and wherein the tufts of the second row are axially offset relative to the tufts of the third row.

16. An applicator according to claim 1, wherein the support defines openings situated respectively in two opposite faces of the support, and wherein the sub-bundles each define at least one tuft of bristles exiting the support via a respective one of the openings.

17. An applicator according to claim 1, wherein the support defines openings situated respectively in the same face of the support, and wherein the sub-bundles each define at least one tuft of bristles exiting the support via a respective one of the openings.

18. An applicator according to claim 1, wherein the support has a rectilinear longitudinal axis.

19. An applicator according to claim 1, wherein the support has a curvilinear longitudinal axis.

20. An applicator according to claim 1, wherein an apparent length of the bristles of at least one of the rows varies along a longitudinal axis of the support.

21. An applicator according to claim 1, wherein the support defines openings comprising axes perpendicular to a longitudinal axis of the support, and wherein the bristles pass through the openings and extend away from the support.

22. An applicator according to claim 1, wherein the support defines openings comprising axes directed obliquely relative to a longitudinal axis of the support, and wherein the bristles pass through the openings and extend away from the support.

23. An applicator according to claim 1, wherein the plastic material is at least one of a rigid material, a semi-rigid material, and an elastomer.

24. An applicator according to claim 1, further comprising a stem and a cap for closing a receptacle, the applicator element being located at one end of the stem and the cap being located at another end of the stem.

25. An applicator according to claim 24, wherein the support is fitted to the stem.

26. An applicator according to claim 24, wherein the support and the stem have an integral, one-piece construction.

27. An applicator according to claim 1, wherein the applicator is configured to apply the product to at least one of eyelashes and eyebrows.

28. An applicator according to claim 1, wherein the at least one bundle of bristles comprises a plurality of bundles of bristles, and wherein each of the bundles is split into at least two sub-bundles.

29. An applicator according to claim 28, wherein the support defines a plurality of openings, wherein bristles of the sub-bundles pass through the openings and extend away from the support.

30. An application device comprising:

an applicator according to claim 1; and

a cosmetic product to be applied via the applicator.

31. An application device according to claim 30, wherein the cosmetic product is a cosmetic product for application to at least one of the eyelashes and eyebrows.

32. An application device comprising:

an applicator according to claim 1; and

a receptacle configured to contain the cosmetic product.

33. An application device of claim 32, further comprising a wiper associated with the receptacle, the wiper being configured to wipe the applicator.

34. An applicator for applying a cosmetic product, the applicator comprising:

an applicator element, wherein the applicator element comprises

a support comprised of plastic material,

wherein the support defines a plurality of openings; and

at least one bundle of bristles associated with the support, the bundle being split into at least

a first sub-bundle comprising bristles passing through at least one of the openings and extending away from the support, and

a second sub-bundle comprising bristles passing through at least one other of the openings and extending away from the support,

wherein the first sub-bundle and the second sub-bundle extend away from an end portion of the bundle.

35. An applicator according to claim 34, wherein the end portion defines a row of bristles extending substantially in a longitudinal direction of the support.

36. An applicator according to claim 34, the first and second sub-bundles each define a respective row of bristles extending at least in part outside of the support.

37. An applicator according to claim 34, wherein the end portion of the bundle extends at least in part outside of the support.

38. An applicator according to claim 34, wherein the end portion comprises a number of bristles that is substantially equal to a total number of bristles in the first and second sub-bundles.

39. An applicator according to claim 34, wherein the first and second sub-bundles comprise respective successions of tufts exiting the support via the openings.

40. An applicator according to claim 34, wherein the end portion comprises a substantially continuous sheet of bristles.

41. An applicator according to claim 34, wherein the bundle of bristles is split to form the first and second sub-bundles inside the support.

42. An applicator according to claim 34, wherein the bundle of bristles is split to form the first and second sub-bundles outside the support.

43. An applicator according to claim 34, wherein the first and second sub-bundles extend from one side of the support relative to a separation plane containing a longitudinal axis of the support, and wherein the end portion extends from an opposite side of the support relative to the separation plane.

44. An applicator according to claim 34, wherein the bristles are held to the support by overmolding the plastic material on the bristles.

45. An applicator according to claim 34, wherein the bristles are held to the support by local melting of the plastic material.

46. An applicator according to claim 34, wherein the support comprises at least one row of teeth.

47. An applicator according to claim 34, wherein a major dimension of the support in a plane perpendicular to a longitudinal axis of the support is less than or equal to 5 mm.

48. An applicator according to claim 34, wherein the first and second sub-bundles each comprise a tuft of bristles.

49. An applicator according to claim 48, wherein the tufts are disposed at substantially the same level along an axis of the support.

50. An applicator according to claim 48, wherein the tufts are axially offset relative to each other.

51. An applicator according to claim 34, wherein the openings are situated respectively in two opposite faces of the support.

52. An applicator according to claim 34, wherein the openings are situated respectively in the same face of the support.

53. An applicator according to claim 34, wherein the support has a rectilinear longitudinal axis.

54. An applicator according to claim 34, wherein the support has a curvilinear longitudinal axis.

55. An applicator according to claim 34, wherein an apparent length of the bristles of at least one of the sub-bundles varies along a longitudinal axis of the support.

56. An applicator according to claim 34, wherein the openings comprise axes perpendicular to a longitudinal axis of the support.

57. An applicator according to claim 34, wherein the openings comprise axes directed obliquely relative to a longitudinal axis of the support.

58. An applicator according to claim 34, wherein the plastic material is at least one of a rigid material, a semi-rigid material, and an elastomer.

59. An applicator according to claim 34, further comprising a stem and a cap for closing a receptacle, the applicator element being located at one end of the stem and the cap being located at another end of the stem.

60. An applicator according to claim 59, wherein the support is fitted to the stem.

61. An applicator according to claim 59, wherein the support and the stem have an integral, one-piece construction.

62. An applicator according to claim 34, wherein the applicator is configured to apply the product to at least one of eyelashes and eyebrows.

63. An applicator according to claim 34, wherein the at least one bundle of bristles comprises a plurality of bundles of bristles, and wherein each of the bundles is split into at least two sub-bundles.

64. An applicator according to claim 63, wherein bristles of each of the sub-bundles pass through a respective one of the openings and extend away from the support.

65. An application device comprising:

an applicator according to claim 34; and

a cosmetic product to be applied via the applicator.

66. An application device according to claim 65, wherein the cosmetic product is a cosmetic product for application to at least one of the eyelashes and eyebrows.

67. An application device comprising:

an applicator according to claim 34; and

a receptacle configured to contain the cosmetic product.

68. An application device of claim 67, further comprising a wiper associated with the receptacle, the wiper being configured to wipe the applicator.